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Price list

C. E. WILSON NURSERIES

MANCHESTER, CONN.

:-:

JACKSONVILLE, TEXAS

Originators and Sole Producers of

SEAL-KRAFT and SEAL-PAKT

“THE WORLD'S BEST”

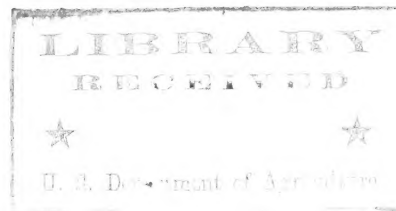
Plants for Counter Trade

PLANT PACKAGES

Scientifically Designed — Make for Better Gardens

Life Preservers for

ROSE BUSHES, SHRUBS, ETC.







C. E. Wilson Nurseries
Manchester, Conn.—Jacksonville, Texas



The World's Best Plants Scientifically Prepared for Better Gardens

ROSE BUSHES — SHRUBS — VINES — PERENNIALS — TREES AND PLANTS

THIS PRICE LIST "OUR SALESMAN"

By discontinuing salesmen and other overhead expenses, we have been able to reduce prices and yet at the same time, with your cooperation, to improve quality and service.

Place your Commitment now and secure the full benefit of the lowest prices in our history. These low prices are subject to revision at any time; supplies of all kinds are likely to rise, labor is sure to. With an increased demand, and a crop estimated to be 25% less than last year there will in all probability be price advances as the season progresses.

Our reservations of both stock and supplies, based on your commitment, is your assurance of supply and protection against price advances. We turned many late comers away during the past spring (1940).

WHAT ARE QUALITY PLANTS?

In the final analysis the quality of plants is determined entirely upon ability to deliver plants at your customer's garden with unimpaired vitality. Seal-Kraft and Seal-Pakt are far and away the best methods yet devised and yet they cost no more than many imitations that fall far short. Mother Nature makes no compromise with price labels, ignorance, carelessness or shabby work.

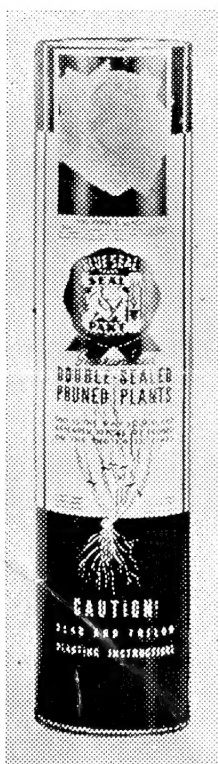
DESCRIPTIONS OF PACKAGES

Advantages of Seal Kraft, the Original Wax Coated Process

1. Plant completely sealed against loss of moisture.
2. Tops of plant in full view for customer appeal. Each plant labeled with 4-color variety label and cultural instructions.
4. Neat in appearance, easy to handle, clean, requires no watering.
5. All insects and fungus are killed by Seal Kraft coating.
6. Seal Kraft is the only wax coating that affords complete protection against evaporation after planting.

Advantages of Seal Pakt, the Last Word in Plant Protection

1. A really scientifically sound plant package, not just another box.
2. Plants are completely sealed against loss of moisture.
3. Distinctive and attractive 4-color variety and package label add much to its saleability.
4. Plants properly pruned for planting.
5. Moisture proof cellophane window affords complete plant visibility without loss of moisture.
6. All packages are uniform in size, making for neatness, ease of handling and display.



SEAL-PAKT Package
Patent No. 2064707



SEAL-KRAFT Package
Patent No. 1894506

THIS IS GOING TO BE A GOOD ROSE BUSH YEAR!

Get on the Band Wagon!

Order now while low prices are possible!

PRICE AND VARIETY LIST NO. 41

SEAL-KRAFT AND SEAL-PAKT

ROSES — SHRUBS — VINES — PERENNIALS — HEDGING — FRUIT TREES, ETC.

Subject to terms and conditions (page 4), quotations are net wholesale per unit of one plant, except as noted, F. O. B. Manchester, Conn., or Jacksonville, Texas, freight at carload rate allowed to nearest Distribution Point. Full freight allowance on carloads (16,000 lbs.) to any point.

Recommended retail prices are shown as information only.

Stocks of popular varieties will be maintained, against commitments of estimated requirements only, through the active selling season, in storage at central distribution points. Cases cannot be broken in storage. Orders consisting of mixed cases or special assortments, also Special Brands D, E and F, shipped on firm orders only, but may enjoy the advantage of carload freight rates and storage at distribution points, if orders are placed sufficiently early.

EXPLANATION OF SYMBOLS IN PRICE AND VARIETY LISTS
TO BE USED IN ORDERING

In order to save time and simplify ordering, we have adopted a system of symbols for brands and types of packages, and numbers for varieties of plants. Regular BRANDS are designated by letters, as follows: GOLD SEAL BRAND — A; RED SEAL BRAND — B; BLUE SEAL BRAND — C. Letters preceding Variety Number indicate Brands in which that particular variety is available. Unless otherwise noted, varieties are available in all types of packages, being limited in brands only.

Types of Packages are designated as follows: Brand Letters not followed by letter “x” indicate SEAL-KRAFT Package; Brand Letters followed by “x” indicate SEAL-PAKT Package.

Example: A — Seal-Kraft Package; Ax — Seal-Pakt Package.

Number just preceding variety name in list is Variety Number.

How to Order. The above system of symbols and numbers are time and money savers, especially on telephone and telegraph orders. For example: When ordering one dozen Gold Seal Brand, Seal-Pakt Package, Columbia Rose Bushes, write — 1 doz. Ax-21.

Send your orders to Manchester, Conn., or Jacksonville, Texas, whichever is nearer to you.

This List Supersedes all Previous Issues. All prices are subject to change without notice.

ROSE BUSHES, ORNAMENTAL SHRUBS AND VINES

<i>Brand Symbol</i>	<i>Brand</i>	<i>Unit Cost</i>	<i>Recommended Retail</i>	<i>Approximate Units in Case</i>
SEAL-KRAFT (Wrapped)				
AA	Gold Seal Jumbo	\$.25	\$.50-.60	20
A	Gold Seal	.20	.40-.50	30
B	Red Seal	.15	.30-.40	35
C	Blue Seal	.12	.25-.30	40
D	Special	.10	.20-.25	45
E	Special	.085	.15-.20	
F	Special	.065	.10-.15	

Note: We especially recommend handling our regular brands, Gold, Red and Blue Seal. Our Special Brands D, E and F, are, however, handled and processed in the same careful manner as our regular Brands and represent the best value in their respective price ranges. They are, of course, smaller plants, but every one is alive. A small living plant has value; a large dead one has no value.

SEAL-PAKT (Tubes)				
Ax	Gold Seal	.25	.50-.65	12
Bx	Red Seal	.20	.35-.50	24
Cx	Blue Seal	.16	.25-.35	24-36

Note: Please make orders for full cases of one variety as far as possible and total orders in multiples of 24 units. See Rose Garden Assortment. Orders calling for less than full cases of a variety 10% extra.

VARIETY LIST
EVERBLOOMING HYBRID TEA AND HYBRID PERPETUAL ROSE BUSHES
Entire list available in all standard Brands

201	American Beauty , dark pink	69	K. A. Victoria , white
6	Ami Quinard , dark red	71	Killarney , Double White
8	Autumn , orange-copper	76	Lady Hillingdon , salmon yellow
12	Betty Uprichard , orange carmine	85	Luxemburg , yellow
13	Briarcliff , brilliant rose	91	McGredy's Scarlet , scarlet
17	Caledonia , white	92	Mevr. G. A. Van Rossem , brownish yellow
19	Chas. K. Douglas , scarlet	96	Mme. Butterfly , light pink
21	Columbia , bright pink	105	Mrs. Chas. Bell , pink
22	Condessa de Sastago , yellow	106	Mrs. E. P. Thom , lemon yellow
26	Dame E. Helen , clear pink	110	Mrs. P. S. DuPont , golden yellow
33	E. N. Perkins , light cerise	120	Padre , coppery scarlet
34	Editor McFarland , pink	214	Paul Neyron , lilac rose
35	E. G. Hill , red	121	Pres. Herbert Hoover , multicolored
37	Etoile de France , crimson	124	Radiance Pink
38	E. de Hollande , brilliant red	125	Radiance Red
43	Francis Scott Key , red	130	Roslyn , yellow
203	F. K. Druschki , white	137	Souv. de C. Pernet , yellow
205	General Jack , red	140	Sunburst , yellow
47	Golden Dawn , lemon yellow	144	Talisman , multicolored
49	Golden Ophelia , yellow	149	Willowmere , pink
63	Joanna Hill , deep yellow		

SEAL-KRAFT ROSE GARDEN ASSORTMENTS

The following assortments serve a dual purpose by providing an assortment of the twelve most important varieties without the necessity of purchasing twelve full cases. They also stimulate large unit sales especially if some concession is made on the complete garden. A special display card with 4-color illustrations of each variety is provided with each order for ROSE GARDENS.

Betty Uprichard , orange carmine	K. A. Victoria , white
Columbia , bright pink	Lady Hillingdon , salmon yellow
E. G. Hill , red	Pres. H. Hoover , multicolored
Etoile de Hollande , brilliant red	Radiance Pink
Golden Ophelia , clear lemon yellow	Radiance Red
Joanna Hill , deep yellow	Talisman , multicolored

No. R 1-A	GOLD SEAL BRAND ROSE GARDEN, Seal Kraft	\$2.40
No. R 1-Ax	GOLD SEAL BRAND ROSE GARDEN, Seal-Pakt (12 plants — 1 each of above list of varieties)	3.00
No. R 2-B	RED SEAL BRAND ROSE GARDEN, Seal-Kraft	3.60
No. R 2-Bx	RED SEAL BRAND ROSE GARDEN, Seal-Pakt (24 plants — 2 each of above list of varieties)	4.80
No. R 2-C	BLUE SEAL BRAND ROSE GARDEN, Seal-Kraft	2.88
No. R 2-Cx	BLUE SEAL BRAND ROSE GARDEN, Seal-Pakt (24 plants — 2 each of above list of varieties)	3.84

CLIMBING AND RAMBLER ROSES
Entire list available in all Standard Brands

158	Climbing American Beauty , brilliant carmine	162	Marechal Neil , yellow
163	*Climbing Pres. H. Hoover , multicolored	186	Mary Wallace , bright pink
164	*Climbing Red Radiance	187	Mme. Greg. Staechlin , pink
166	*Climbing Talisman , multicolored	188	Paul's Scarlet , scarlet
167	Crimson Rambler , scarlet	189	Primrose , yellow
170	Dorothy Perkins , pink	192	Scorcher , brilliant scarlet
171	Dr. Van Fleet , pink	193	Silver Moon , silvery white
175	Excelsa , red	195	White Dorothy Perkins
178	Gardenia , yellow		

Varieties marked (*) not recommended North of Washington, D. C.

POLYANTHA (BABY RAMBLER) ROSES

226	Cecil Brunner (Sweetheart), small pink	233	Katherine Zeimet , white
231	Golden Salmon , orange	242	Sparkler , red

BULK ROSES, SPECIAL PACKS AND INDIVIDUAL ORDERS

In addition to our regular lines of packaged nursery stock we are equipped and prepared to supply plants in bulk or in any special packs desired. We are also fully equipped to make shipments direct of individual customer orders. Write for full particulars indicating just what your requirements are.

ORNAMENTAL FLOWERING SHRUBS

Available in both Seal-Kraft and Seal-Pakt Packages. Prices same as for Rose Bushes.

A	362	Almond	pink flowering	A	339	Hydrangea	Hills of Snow, white
ABC	335	Althea	Rose of Sharon, pink	ABC	341	Hydrangea	white
ABC	336	Althea	purple	A	322	Japan Quince	
ABC	337	Althea	red	ABC	383	Lilac	purple
ABC	338	Althea	white	A	209	Snowball	white
A	346	Beauty Bush	pink	ABC	382	Snowberry	red berries
ABC	310	Butterfly Bush	lilac	ABC	381	Snowberry	white berries
A	313	Calycanthus	red-brown	ABC	370	Spirea	A. Waterer, dwarf red
ABC	326	Deutzia	white	ABC	375	Spirea	Bridal Wreath, white
ABC	314	Dogwood	red branched	ABC	374	Spirea	Froebeli, red
ABC	330	Forsythia	yellow	ABC	378	Spirea	Van Houtte, white
ABC	355	Honeysuckle	(Bush), pink	ABC	357	Syringa	(Mockorange), white
ABC	356	Honeysuckle	(Bush), red	A	394	Weigela	Eva Rathke, red
ABC	354	Honeysuckle	(Bush), white	ABC	396	Weigela	pink

ORNAMENTAL CLIMBING AND FLOWERING VINES

Available in both Seal-Kraft and Seal-Pakt Packages. Prices same as for Rose Bushes.

ABC	408	Bittersweet	yellow flowers	ABC	410	Honeysuckle	Hall's Japan, sweet yellow flowers
ABC	404	Boston Ivy	three leaf	AB	412	Silver Lace Vine	
AB	417	Clemantis Jackmani	purple flowers	ABC	406	Trumpet Vine	orange scarlet flowers
AB	416	Clematis Henryii	white flowers	ABC	413	Wisteria	purple
AB	418	Clematis Mme. Ed. Andre	red flowers	ABC	403	Woodbine	Virginia Creeper
ABC	409	Clematis Paniculata	white flowers				

HEDGING SEAL KRAFT ONLY

	Variety	Brand Symbol	Brand	No. Plants in One Unit	Unit Cost	Recommended Retail
	Privet	AA	Gold Seal Jumbo	12	\$.60	\$.85-1.25
347	Amoor River	A	Gold Seal	12	.50	.75-1.00
350	Ibolium	B	Red Seal	12	.40	.60- .75
349	Ibota	C	Blue Seal	12	.30	.50- .60
	Privet					
348	California	AA	Gold Seal Jumbo	12	.50	.75-1.00
		A	Gold Seal	12	.40	.60- .75
		B	Red Seal	12	.30	.50- .60
		C	Blue Seal	12	.16	.25- .35
307	Berberry Thunbergii	AA	Gold Seal Jumbo	12	.60	.85-1.25
		A	Gold Seal	12	.50	.75-1.00
		B	Red Seal	12	.40	.60- .75
		C	Blue Seal	12	.30	.50- .60
		D	Special	6	.16	.25- .35

PERENNIALS SEAL-POTTED (PREPLANTED)



Our Seal-Potted system of merchandising perennials has been evolved after many years of experiments and experience. It has proven entirely satisfactory and perennials so handled not only arrive without the slightest deterioration but will actually improve in value and merchantability while on display. They may be handled with profit throughout the full planting season with many varieties coming into bloom as the season advances. See cuts showing blooms and root development.

This method also makes it possible to handle many varieties utterly impossible by the crude wrapping method. Seal-Potted Perennials are much superior to plants grown and displayed in clay pots.



Brand Symbol	Brand	Unit Cost	Recommended Retail	Units in Case
Seal-Potted				
Axx	Gold Seal	\$.15	\$.25- .30	24
Bxx	Red Seal	.12	.20- .25	24
Cxx	Blue Seal	.09	.15- .20	20

Each unit will bear a 4-color variety label with cultural instructions
Shipped 24 units in a carton

VARIETY LIST OF PERENNIALS

Varieties marked with an asterisk (*) are suitable for Rock Gardens

Varieties marked (A) available in Gold Seal Brand only

505	Aquilegia	(Columbine), Hybrids Mixed	595	Lathryus	(Sweet Pea), red
509	Aster	blue	596	Lathryus	(Sweet Pea), white
510	Aster	pink	597	Liatris	(Kansas Gay Feather)
511	Aster	white	598A	Lily, Regale	(Regal Lily)
514	Campanula	(Canterbury Bells), blue	600A	Lily, Tigrinium	(Tiger Lily)
515	Campanula	(Canterbury Bells), pink	605	Lupinus Polyanthus	(Lupine), blue
516	Campanula	(Canterbury Bells), white	606	Lupinus Polyanthus	(Lupine), pink
519	Chrysanthemum	bronze	608	Lupinus Polyanthus	(Lupine), white
524	Chrysanthemum	pink	609	Lychnis Chalcedonica	(Maltese Cross), red
523	Chrysanthemum	white	613	*Myosotis	(Forget-Me-Not), blue
520	Chrysanthemum	red	624A	Poppies Oriental	orange-scarlet
521	Chrysanthemum	yellow	620A	Peonies	pink
542	Coreopsis	(Tickseed)	621A	Peonies	white
548	Delphinium Belledonna	(Larkspur), light blue	622A	Peonies	red
549	Delphinium Bellamosum	(Larkspur), dark blue	641	Physalis Francheti	(Chinese Lanterns)
552	Delphinium	Choice Hybrids	625	*Phlox Hardy	pink
553	Dianthus Barbatus	(Sweet William)	632	*Phlox Hardy	red
557	*Dianthus Plumaris	(Hardy Pinks)	631	*Phlox Hardy	purple
560A	Dicentra Spectabilis	(Bleeding Heart)	627	*Phlox Hardy	white
562	Digitalis	(Foxglove), Pink	635	*Phlox Sublata	red
564	Digitalis	(Foxglove), white	636	*Phlox Sublata	white
563	Digitalis	(Foxglove), purple	640	Primula Veris	(English Primrose)
565	Digitalis	(Foxglove), yellow	645	Pyrethrum	(Painted Daisy)
570	*Gaillardia Grand. Com.	(Blanket Flower)	650	Rudbeckia Laciniata	(Golden Glow)
574	*Gypsophilla Paniculata	(Baby's Breath)	651	*Salvia Azurea	(Meadow Sage), blue
577	Helenium Hoopsi	(Orange Sneezewood), Orange-yellow	652	Scabiosa Caucasica	
578	*Heliopsis Pitcheriana	(Hardy Zinina)	653	*Sedum Acre	
579	Hibiscus	(Mallow Marvels), pink	654	*Sedum Murale	
580	Hibiscus	(Mallow Marvels), red	656	*Sedum Sieboldi	
581	Hibiscus	(Mallow Marvels), white	661	*Sempervivum	(Hens and Chickens)
583	Hollyhocks	red	518	*Shasta Daisy	(Chrysan. Max.), white
582	Hollyhocks	pink	662	Statice Latifolia	(Sea Lavender)
584	Hollyhocks	white	663	Stokesia	(Cornflower Aster)
585	Hollyhocks	yellow	665	Tritoma	(Red Hot Poker), orange
590	*Iris	blue	670	Veronica Longifolia Subsessilis	(Speedwell), blue
591	*Iris	pink	676	*Viola Blue	
592	*Iris	red	675	*Viola Apricot	
593	*Iris	yellow	677	*Viola Yellow	
594	Lathryus	(Sweet Pea), pink	680	Yucca Filamentosa	(Yucca), white

FRUIT TREES

Seal-Kraft Only

All our fruit trees and plants are packed and SEAL-KRAFT PROCESSED with just as much care as our best rose bushes, true to label and thoroughly reliable in every respect. They will keep in perfect condition sufficiently long to permit orderly merchandising. You may sell them to your friends and neighbors with confidence.

Variety	Brand Symbol	Brand	Unit Cost	Recommended Retail
Apple	AA	Gold Seal Heavy	\$.50	\$.75-1.00
and	A	Gold Seal	.40	.60- .75
Pear	B	Red Seal	.30	.40- .60
	C	Blue Seal	.25	.40- .50

APPLE TREES

Baldwin, red, winter
Cortland, red, winter
Delicious, large red, late fall
Fall Pippin, yellow, fall
Gravenstein, yellow and red, early fall

McIntosh, red, fall
Northern Spy, yellow, winter
Red Astrachan, red, summer
R. I. Greening, yellow, winter
Wealthy, red, summer

PEAR TREES

Bartlett, large yellow, September
Beurre Bosc, russet color, September-October
Clapp's Favorite, large yellow, August

Kieffer, large yellow, October
Seckel, small yellowish brown, September-October
Sheldon, creamy yellow, October-November

Variety	Brand Symbol	Brand	Unit Cost	Recommended Retail
Cherry	AA	Gold Seal Heavy	\$.70	\$1.00-1.50
and	A	Gold Seal	.60	.85-1.00
Plum	B	Red Seal	.50	.75-1.00

CHERRY TREES

Bing, dark red
Black Tartarian, black
*Early Richmond, light red
*English Morello, very dark red
Gov. Wood, yellow

*Montmorency, red
Napoleon, bright red
Schmidt's Big, black
Windsor, black red
Yellow Spanish, yellow

Varieties marked (*) are sour. All others are sweet.

PLUM TREES

Abundance, cherry red
Burbank, dark red
German Prune, purple black

Green Gage, green
Lombard, purplish black
Yellow Egg, yellow

Variety	Brand Symbol	Brand	Unit Cost	Recommended Retail
Peach	AA	Gold Seal Heavy	\$.50	\$.75-1.00
	A	Gold Seal	.40	.60- .75
	B	Red Seal	.30	.40- .60
	C	Blue Seal	.25	.40- .50

Belle of Georgia, white, med. early
Carman, yellow, red cheek, early
Champion, white, medium early
Crawford Early, yellow, med. early
Crawford Late, large yellow, late

Elberta, yellow, midseason
Greensboro, yellow, early
Golden Jubilee, yellow, early
J. H. Hale, crimson, midseason
Rochester, yellow early

SMALL FRUITS

Grape Vines. All varieties furnished in Gold, Red and Blue Seal Brands, SEAL-KRAFT only. Packed in cases of 24.

GOLD SEAL A — \$.20 per unit

RED SEAL B — \$.15 per unit

BLUE SEAL C — \$.12 per unit

Brighton, red
Campbell's Early, black
Catawba, mahogany
Concord, blue

Delaware, red
Moore's Early, black
Niagara, white
Worden, black

Asparagus Roots — SEAL-KRAFT ONLY

GOLD SEAL BRAND A \$.25 per unit

Put up in units of 12 plants each in tubes, 24 units to a case

Rhubarb Roots. Put up in units of 3 plants

GOLD SEAL BRAND A \$.25 per unit

Blackberry Plants. Put up in units of 6 plants. GOLD SEAL BRAND — SEAL-KRAFT (Wrapped)

Packages only \$.25 per unit

Blowers

Eldorado

Snyder

Raspberry Plants. Put up in units of 6 plants. GOLD SEAL BRAND — SEAL-KRAFT (Wrapped)

Packages only \$0.25 per unit

Columbia, purple
Cumberland, black

Latham, red
Newburg, red

TERMS AND CONDITIONS OF SALE

Prices quoted are F. O. B. wholesale NET 30 DAYS from date of invoice. Full freight and storage allowance on carloads of 16,000 lbs., car load freight rate allowed to your nearest distribution point, as follows (early orders save freight charges):

Atlanta, Ga.	St. Paul, Minn.	St. Louis, Mo.	Denver, Colo.
Des Moines, Ia.	Chicago, Ill.	Cincinnati, Ohio	Helena, Mont.
Jacksonville, Fla.	Detroit, Mich.	El Paso, Texas	Memphis, Tenn.
New Orleans, La.	Philadelphia, Pa.	Los Angeles, Calif.	Raleigh, N. C.
New York City	Salt Lake City, Utah	Pittsburgh, Pa.	Seattle, Wash.
Richmond, Va.	Kansas City, Mo.	San Francisco, Calif.	Manchester, Conn.
			Jacksonville, Texas

Distribution Points and Storage. A vitally important factor enabling you to have when and as required plants of unimpaired vitality at minimum cost. To this end we ask your cooperation. If commitments are made sufficiently early, we will maintain, against your estimated requirements, plants in cold storage, which may be withdrawn in carton lots as needed. Stock may be so held in storage sufficiently far into the selling season to determine your exact requirements; any balance remaining of original commitment will be at the disposal of the C. E. Wilson Nurseries.

Credit. Those not having a commercial rating and wishing to establish credit with us should supply references and allow sufficient time for investigation. C. O. D. orders must be accompanied by cash for at least 25% of the total amount.

Complaints. We strive to avoid errors, but we are human! We will lean over backwards to adjust any fault of ours. Claims as to errors or quality of stock must be made in writing immediately upon receipt of shipment to have consideration.

Returned Shipments. Under no consideration return any plants to us without our authority. Returned plants are rarely of any value to us. We will not accept any unauthorized returned shipments. Stock withdrawn from storage at distribution points constitutes a bona fide sale and cannot be returned to storage or point of origin for credit.

Guarantee. Inasmuch as trees and plants are living organisms, subject to all the ills of life, and exposed to natural elements, errors, carelessness and neglect, over which we have no control, no guarantee should be made, but as a matter of business expediency we believe a guarantee of replacement good psychology. Therefore, we will honor our replacement guarantee as printed on labels of our various packages.

Your full cooperation, together with our system of growing, digging, processing and distribution insures complete customer satisfaction and in turn an increasing volume of business for you, not only in plants but allied lines as well.



HERE'S HOW:

- 1. To secure only the best in packaged Rose Bushes, Shrubs, etc.
- 2. To be protected against price rises.
- 3. To be assured of an adequate supply when you need it.

We do not require you to give us a hard and fast order to protect you against price rises. Just fill out and sign the estimate and contract form below, giving approximate quantities you will require for the season. This contract is of inestimable value to us in making the important prior preparations and in securing supplies to give you the best of quality and service. At the same time it will assure you of an adequate supply of the best when and as you want it. This contract may be canceled in writing by either party 30 days before initial shipment is made.

ESTIMATE AND CONTRACT

TO C. E. WILSON NURSERIES

Manchester, Conn.

Jacksonville, Texas

I, or we, hereby agree to handle exclusively the following nursery products of C. E. Wilson Nurseries in so far as they are able to supply during the season FALL , SPRING , according to terms and conditions on reverse side, which I, or we, have read, and furnish the following estimate of our requirements based on previous year's sales, for the information of C. E. Wilson Nurseries, enabling them to make adequate reservations to service us at the proper time.

Formal itemized purchase orders will be made for stock as required. Formal order for initial shipment enclosed or will be forwarded upon request.

This contract may be canceled in writing by either party up to but not later than 30 days prior to date for initial shipment.

ESTIMATE AS FOLLOWS:

Indicate number of units and Brand Symbols (AA, Ax, B, Cx, etc.) and Price in columns provided directly in line with Style (Seal-Kraft or Seal-Pakt) of package desired.

Our selling season lasts from.....to..... (Insert dates)

Initial shipment should arrive.....

No. of Units	Brand Symbol	Class	Cost Price	No. of Units	Brand Symbol	Class	Cost Price
		Roses, Everblooming				Apple Tress	
		Seal-Kraft				Seal-Kraft only	
		Seal-Pakt				Cherry Tress	
		Roses, Climbing				Seal-Kraft only	
		Seal-Kraft				Pear Trees	
		Seal-Pakt				Seal-Kraft only	
		Shrubs				Peach Trees	
		Seak-Kraft				Seal-Kraft only	
		Seal-Pakt				Plum Trees	
		Vines				Seal-Kraft only	
		Seal-Kraft				Grape Vines	
		Seal-Pakt				Seal-Kraft only	
		Hedge, Privet				Blackberry	
		Seal-Kraft only				Seal-Kraft only	
		(12 plants per unit)				(6 plants per unit)	
		Hedge, Berberry				Raspberry	
		Seal-Kraft only				Seal-Kraft only	
		(12 plants per unit)				(6 plants per unit)	
		Perennials				Asparagus	
		Seal-Potted only				Seal-Kraft only	
		(Preplanted)				(12 plants per unit)	
						Rhubarb	
						Seal-Kraft only	
						(3 plants per unit)	

Firm.....
Address.....
By..... Date.....

See Reverse Side for Terms and Conditions.
Itemized Variety Lists, Shipping Instructions, etc., to be covered by formal orders.

QUALITY PLANTS

This phrase has been bally-hoed for generations by practically everyone who has sold plants. In some cases it has been sincere; in most cases, just parrot talk.

WHAT IS A QUALITY PLANT?

From a retail merchant's point of view it is a plant with eye and price appeal that will produce volume sales. But, above all, it must be delivered to the customer without loss of vitality; otherwise it will not produce the flowers or fruit, the sole reason for which it was purchased. It is this last factor that determines whether there will be repeat business.

The quality of plants, as with all living organisms, is an ever varying, invisible factor and can only be definitely established by results. The most we can hope to do is to conserve the God-given vitality developed in the plant while in the nursery.

A universal fallacy is that the methods of growing plants in the nursery is the only important factor that need be considered. The growing is important to be sure, but it is love's labor lost unless the plant arrives at its final destination with unimpaired vitality.

The most difficult and least understood factor is the handling, preparation and protection of the plant's vitality through the most critical period of its life cycle, the journey from nursery to garden. To overcome these difficulties so that plants might arrive at their journey's end in as near nursery fresh condition as possible, we developed our Seal-Kraft Process and our further refined and improved Seal-Pakt Evaporation-proof tube method. These processes and packages are seemingly the last word in plant protection and truly supply the missing link between nursery and garden.

Transferring plants from nursery to garden is in many respects similar to a person undergoing a major operation. Within the memory of people now living there was a time when a major operation was perilously close to being a death warrant. Science has developed practices and equipment changing all this. Seal-Kraft and Seal-Pakt have likewise made it possible to distribute, in an orderly manner, plants via the store counter and yet have them arrive at their final destination in better condition than has usually been possible heretofore direct from the nursery.

Good plants plus eternal vigilance, in the application of sound scientific principles is the only way by which the claim of **Quality** is justified. "A plant is no better than the package in which it travels."

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